



WFTV-TV  
P.O. Box 863324  
Orlando, FL 32886-3324  
ph: (407) 841-9000  
fx: (407) 841-8259

Advertiser  
Agency  
Buyer  
Salesperson

Pol/C Mack/R/Sen/FL (16856)  
McLaughlin & Associates (2813)  
CAMPBELL, MARIANNE  
Telerep/Washington DC, Washington DC (1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
600/FRIENDS OF CONNIE MACK (139638)  
National/Political  
600/06373941

Invoice 643731  
Inv Date 10/28/2012  
Terms Net 30  
Contract 336830  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

McLaughlin & Associates  
566 South Route 303  
Blauvelt, NY 10913

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

CONNIE MACK/SENATE  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal  
Package  
Gen. Date 10/30/2012 4:06:06PM

Orlando (WFTV)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
1.0	Spot	6:00:00AM- 7:00:00	Day,M-1	10/22/12 6:12AM (Mo)	00:30		CMMO1012H	\$1875.00	
2.0	Spot	6:00:00AM- 7:00:00	Day,Tu-1,Th-1	10/16/12 6:44AM (Tu)	00:30		CMMO1012H	\$1875.00	
2.0	Spot	6:00:00AM- 7:00:00	Day,Tu-1,Th-1	10/18/12 6:28AM (Th)	00:30		CMMO1012H	\$1875.00	
3.0	Spot	7:00:00AM- 9:00:00	Day,M-1	10/22/12 7:28AM (Mo)	00:30		CMMO1012H	\$2000.00	
4.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	10/16/12 7:43AM (Tu)	00:30		CMMO1012H	\$2000.00	
4.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	10/17/12 7:29AM (We)	00:30		CMMO1012H	\$2000.00	
4.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	10/18/12 7:58AM (Th)	00:30		CMMO1012H	\$2000.00	
4.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	10/19/12 7:30AM (Fr)	00:30		CMMO1012H	\$2000.00	
5.0	Spot	9:00:00AM-10:00:00	Day,M-1	10/22/12 9:59AM (Mo)	00:30		CMMO1012H	\$560.00	
6.0	Spot	9:00:00AM-10:00:00	Day,Tu-1,W-1,Th-1,F-1	10/16/12 9:23AM (Tu)	00:30		CMMO1012H	\$560.00	
6.0	Spot	9:00:00AM-10:00:00	Day,Tu-1,W-1,Th-1,F-1	10/17/12 9:50AM (We)	00:30		CMMO1012H	\$560.00	
6.0	Spot	9:00:00AM-10:00:00	Day,Tu-1,W-1,Th-1,F-1	10/18/12 9:56AM (Th)	00:30		CMMO1012H	\$560.00	
6.0	Spot	9:00:00AM-10:00:00	Day,Tu-1,W-1,Th-1,F-1	10/19/12 9:20AM (Fr)	00:30		CMMO1012H	\$560.00	
7.0	Spot	11:00:00AM-12:00:00	Day,M-1	10/22/12 10:59AM (Mo)	00:30		CMMO1012H	\$925.00	
8.0	Spot	11:00:00AM-12:00:00	Day,W-1,F-1	10/17/12 11:36AM (We)	00:30		CMMO1012H	\$925.00	
8.0	Spot	11:00:00AM-12:00:00	Day,W-1,F-1	10/19/12 11:59AM (Fr)	00:30		CMMO1012H	\$925.00	
9.0	Spot	12:00:00PM- 1:00:00	Day,M-1	10/22/12 12:54PM (Mo)	00:30		CMMO1012H	\$850.00	
10.0	Spot	12:00:00PM- 1:00:00	Day,Th-2,F-2	10/18/12 12:10PM (Th)	00:30		CMMO1012H	\$850.00	
10.0	Spot	12:00:00PM- 1:00:00	Day,Th-2,F-2	10/18/12 12:56PM (Th)	00:30		CMMO1012H	\$850.00	
10.0	Spot	12:00:00PM- 1:00:00	Day,Th-2,F-2	10/19/12 12:14PM (Fr)	00:30		CMMO1012H	\$850.00	
10.0	Spot	12:00:00PM- 1:00:00	Day,Th-2,F-2	10/19/12 12:51PM (Fr)	00:30		CMMO1012H	\$850.00	
11.0	Spot	1:00:00PM- 2:00:00	Day,M-1	10/22/12 12:59PM (Mo)	00:30		CMMO1012H	\$800.00	
12.0	Spot	1:00:00PM- 2:00:00	Day,Tu-1,W-1,Th-1,F-1	10/16/12 1:29PM (Tu)	00:30		CMMO1012H	\$800.00	
12.0	Spot	1:00:00PM- 2:00:00	Day,Tu-1,W-1,Th-1,F-1	10/17/12 12:59PM (We)	00:30		CMMO1012H	\$800.00	
12.0	Spot	1:00:00PM- 2:00:00	Day,Tu-1,W-1,Th-1,F-1	10/18/12 12:59PM (Th)	00:30		CMMO1012H	\$800.00	
12.0	Spot	1:00:00PM- 2:00:00	Day,Tu-1,W-1,Th-1,F-1	10/19/12 1:00PM (Fr)	00:30		CMMO1012H	\$800.00	
13.0	Spot	4:00:00PM- 5:00:00	Day,M-1	10/22/12 4:25PM (Mo)	00:30		CMMO1012H	\$800.00	
14.0	Spot	4:00:00PM- 5:00:00	Day,Tu-1,W-1,Th-1,F-1	10/16/12 4:21PM (Tu)	00:30		CMMO1012H	\$800.00	
14.0	Spot	4:00:00PM- 5:00:00	Day,Tu-1,W-1,Th-1,F-1	10/17/12 4:18PM (We)	00:30		CMMO1012H	\$800.00	
14.0	Spot	4:00:00PM- 5:00:00	Day,Tu-1,W-1,Th-1,F-1	10/18/12 4:37PM (Th)	00:30		CMMO1012H	\$800.00	
14.0	Spot	4:00:00PM- 5:00:00	Day,Tu-1,W-1,Th-1,F-1	10/19/12 4:26PM (Fr)	00:30		CMMO1012H	\$800.00	
15.0	Spot	5:00:00PM- 6:00:00	Day,M-1	10/22/12 5:13PM (Mo)	00:30		CMMO1012H	\$2250.00	
16.0	Spot	5:00:00PM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	10/16/12 5:22PM (Tu)	00:30		CMMO1012H	\$2250.00	
16.0	Spot	5:00:00PM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	10/17/12 5:54PM (We)	00:30		CMMO1012H	\$2250.00	
16.0	Spot	5:00:00PM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	10/18/12 5:23PM (Th)	00:30		CMMO1012H	\$2250.00	
16.0	Spot	5:00:00PM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	10/19/12 5:29PM (Fr)	00:30		CMMO1012H	\$2250.00	
17.0	Spot	6:00:00PM- 6:30:00	Day,M-1	10/22/12 6:23PM (Mo)	00:30		CMMO1012H	\$3000.00	
18.0	Spot	6:00:00PM- 6:30:00	Day,Tu-1,W-1,Th-1,F-1	10/16/12 5:59PM (Tu)	00:30		CMMO1012H	\$3000.00	
18.0	Spot	6:00:00PM- 6:30:00	Day,Tu-1,W-1,Th-1,F-1	10/17/12 6:13PM (We)	00:30		CMMO1012H	\$3000.00	



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18.0	Spot	6:00:00PM- 6:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/18/12 6:29PM (Th)	00:30	CMMO1012H	\$3000.00	
18.0	Spot	6:00:00PM- 6:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/19/12 5:59PM (Fr)	00:30	CMMO1012H	\$3000.00	
19.0	Spot	7:00:00PM- 7:30:00PM	Day, M-1	10/22/12 7:06PM (Mo)	00:30	CMMO1012H	\$3000.00	
20.0	Spot	7:00:00PM- 7:30:00PM	Day, Tu-1, W-1	10/16/12 7:29PM (Tu)	00:30	CMMO1012H	\$3000.00	
20.0	Spot	7:00:00PM- 7:30:00PM	Day, Tu-1, W-1	10/17/12 7:24PM (We)	00:30	CMMO1012H	\$3000.00	
21.0	Spot	7:30:00PM- 8:00:00PM	Day, Th-1, F-1	10/18/12 7:29PM (Th)	00:30	CMMO1012H	\$3000.00	
21.0	Spot	7:30:00PM- 8:00:00PM	Day, Th-1, F-1	10/19/12 7:53PM (Fr)	00:30	CMMO1012H	\$3000.00	
22.0	Spot	11:00:00PM-11:30:00PM	Day, M-1	10/22/12 11:29PM (Mo)	00:30	CMMO1012H	\$2000.00	
23.0	Spot	11:00:00PM-11:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/16/12 11:30PM (Tu)	00:30	CMMO1012H	\$2000.00	
23.0	Spot	11:00:00PM-11:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/17/12 11:13PM (We)	00:30	CMMO1012H	\$2000.00	
23.0	Spot	11:00:00PM-11:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/18/12 11:27PM (Th)	00:30	CMMO1012H	\$2000.00	
23.0	Spot	11:00:00PM-11:30:00PM	Day, Tu-1, W-1, Th-1, F-1	10/19/12 11:13PM (Fr)	00:30	CMMO1012H	\$2000.00	
24.0	Spot	8:00:00PM-10:00:00PM	Day, M-1	10/22/12 7:59PM (Mo)	00:30	CMMO1012H	\$9250.00	
25.0	Spot	7:00:00AM- 9:00:00PM	Day, Sa-1	10/20/12 7:40AM (Sa)	00:30	CMMO1012H	\$1050.00	
26.0	Spot	9:00:00AM-10:00:00PM	Day, Sa-1	10/20/12 9:59AM (Sa)	00:30	CMMO1012H	\$1050.00	
28.0	Spot	7:00:00AM- 9:00:00PM	Day, Su-1	10/21/12 8:28AM (Su)	00:30	CMMO1012H	\$1050.00	
29.0	Spot	12:00:00PM-12:30:00PM	Day, Su-1	10/21/12 12:28PM (Su)	00:30	CMMO1012H	\$600.00	
30.0	Spot	6:00:00PM- 6:30:00PM	Day, Su-1	10/21/12 5:59PM (Su)	00:30	CMMO1012H	\$1500.00	
31.0	Spot	11:00:00PM-11:35:00PM	Day, Su-1	10/21/12 11:26PM (Su)	00:30	CMMO1012H	\$2000.00	
32.0	Spot	12:00:00PM-12:30:00PM	Per week (1), Su	10/21/12 12:00PM (Su)	00:30	CMMO1012H	\$600.00	M/G For 27.0.1

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$101,800.00
Commission	(\$15,270.00)
Net Total	\$86,530.00

Total Spots 59

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.